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## Croatia

### Organic Products

### Market Brief

### 2008

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**Report Highlights:**

As of the 31<sup>st</sup> of December 2007, Croatia had 503 certified organic farmers with organic production on approximately 7,600 ha. Imported organic products can be found on supermarket shelves and in specialized stores. However, the actual size of this market is unknown although there are rumors that imports of eko/ag products in Croatia is about 5 million euro. To be able to import organic products, companies must register with the Ministry of Agriculture. Currently, there are 23 registered importers (according to the last list published in the Governmental Gazette).

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Annual Report  
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[HR]

## Organic Production and Distribution

As of the 31<sup>st</sup> of December 2007, Croatia had 503 certified organic farmers with organic production on approximately 7,600. First laws and regulations that define organic production were enacted in 2001 and 2002. Officially Croatia just entered this segment of production. However, some enthusiasts have been utilizing organic methods for many years.

Croatia's conventional agriculture is not very competitive in the world market. Therefore, organic agriculture is attractive to some Croatian farmers as an improved income source, especially if combined with agro tourism, which is recognized and supported by the Ministry of Agriculture.

In 2004, grain crops accounted for the country's largest organic production with about 1,600 ha farmed; followed by pasture land with 904 ha; herb production on 399 ha; and forage crops on 384 ha. Horticultural organic production (including vegetables, orchards and vineyards) was very limited at approximately 140 ha. Ratios between different productions are still very similar to the situation in 2004 but area under production increased.

## Policy

By the end of 2002, Croatia reformed its agricultural subsidy program, and in 2003, the government began offering subsidies for organic production. Subsidies for organic production are approximately 30% higher than for conventional agricultural production.

According to the Regulation on Labeling (marking) of imported Organic Products (NN10/2007), unprocessed products can be labeled as organic if its production was comparable to Croatian legislation on organic production. Imported, processed products can be declared as organic if 95% of substances in each product was produced from organic inputs (according to Croatian legislation on organic production) and if inputs comply with Croatian legislation of processed organic products. Croatian organic legislation does not recognize products as organic if a product has traces of GMO or if the product is genetically modified. (See GAIN 7004)

A Product can also be labeled as containing organic components and for that minimum of 70% of the product has to be produced in organic production (according to Croatian legislation on organic production).

## Consumption

According to research from 2004 conducted by the Hendl company and based on a random sample of 401 interviewees from all over Croatia:

- 11.7% of all Croatians have never heard of organic food and foodstuffs
- 88.3% interviewees have heard of organic food and foodstuffs
- 42.9% of Croatians are able to distinguish organic food and foodstuffs in shops
- 35.6% of interviewees do not consume organic food and foodstuffs at all, and most of them 44.9% consume organic food and foodstuffs only occasionally.
- 19.5% of interviewees regularly consume organic food and foodstuffs

Market research indicates that the number of consumers unable to distinguish organic food and foodstuffs in food stores is quite high. This holds true even though the number of health food/health conscious consumers is rising, and Croatian companies such as Biovega are experiencing 30% annual growth but only about 30% of the goods on their shelves is domestic. Organic foods and foodstuffs can be bought in supermarkets (in special sections of the store) or in specialized shops.

### Import Regulations

To be able to import organic food and foodstuffs, companies must be in a special Registry of the Ministry of Agriculture. Currently, there are 23 registered importers (according to the last list published in the Governmental Gazette). Imported food and foodstuffs must be registered at the Ministry of Agriculture although that will change in couple of months and registration for the "eco" (organic) label will be done in the certifying stations. Only registered products can display an "eco" (organic) label. Food and foodstuffs certified organic outside of Croatia can get Croatian "eco" label if they have been certified by foreign certification houses that are on the EU list.

List of importers can be obtained from the FAS office in Zagreb.

FAS Zagreb  
e-mail: [andreja.misir@usda.gov](mailto:andreja.misir@usda.gov)  
Tel. 00385 1 661 2467  
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### Trade

There are no import/export statistics for Croatia's organic food and foodstuffs because there are no specified HS codes for organic items. Imported organic foodstuffs can be found on supermarket shelves and in specialized stores. However, actual quantities are unknown. There are rumors that imports of eko/ag products in Croatia is about 5 million euro. Croatia exports some organic herbs and organic herb tea mixtures.